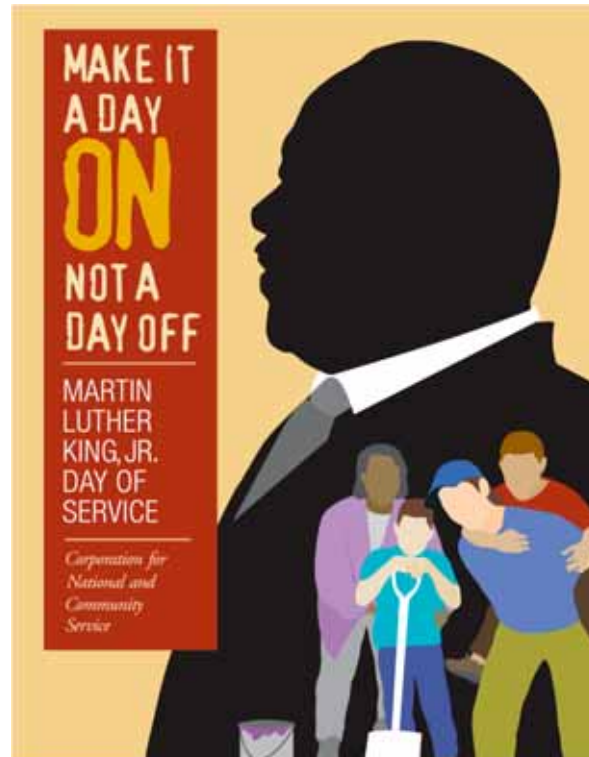


# 2005 MARTIN LUTHER KING, JR. DAY OF SERVICE Request for Proposals (RFP)



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**APPLICATIONS DUE NOVEMBER 30, 2004**

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California Service Corps  
1110 K Street, Suite 210  
Sacramento, CA 95814  
Phone: (916) 323-7646 • Fax: (916) 322-3227  
[www.csc.ca.gov](http://www.csc.ca.gov)

California State University, Fullerton  
Center for Internships & Service-Learning  
800 N. State College Blvd., Langsdorf Hall 209  
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## OVERVIEW OF FUNDING

### Martin Luther King Day of Service 2005

The Corporation for National and Community Service (CNCS) has announced available funding to support communities in observing the Martin Luther King, Jr. federal holiday as a day of service and an opportunity to bring people together around the common focus of service to others. California State University Fullerton (CSUF), in partnership with the California Service Corps (CSC) (formerly GO SERV – the Governor's Office on Service and Volunteerism), has applied for a grant to support service events throughout California. If the application is successful, up to forty grants ranging from \$2,500-\$10,000 will be made. **GRANTS WILL ONLY BE MADE IF CSUF IS SUCCESSFUL IN ITS APPLICATION TO CNCS.** CNCS expects to announce its selections no later than November 8, 2004.

Eligible applicants for this funding are, by law, entities otherwise eligible for assistance under the national service laws. This means all interested faith-based and secular community organizations with 501 (c)(3) status, intermediary organizations, volunteer centers, Indian tribal organizations, community foundations, K-12 schools, and institutions of higher education, as well as state or local government agencies may apply.

The funds provided by these grants, together with all other federal funds used to plan or carry out the service activities, may not exceed 40 percent of the total project cost. Therefore, the match provided by the grantee must be at least 60 percent of the total project cost and must be comprised of non-federal funds.

The goal of the Martin Luther King, Jr. Day of Service Grant Program is to support local projects designed to bring together diverse segments of communities to address pressing local needs through the service of volunteers. Funded projects will conduct service events on Martin Luther King, Jr. Day (January 17, 2005) or the weekend preceding it and sustain service activities through Cesar Chavez Day (March 31, 2005). Applicants selected for funding must register as certifying organizations for the President's Volunteer Service Award. The budget period for the grant funds is December 3, 2004 through May 31, 2005.

Grant awards function on a reimbursement basis through invoices submitted to CSUF and CSC during the seven-month grant term. Any organization that applies for funding must have the capacity to front-load program costs.

## BACKGROUND

On November 2, 1983, President Reagan signed legislation designating the third Monday of January as a federal holiday honoring the life and contributions of Dr. Martin Luther King, Jr. Dr. King is known as a champion of non-violent social change, equality and social justice. He also encouraged us to serve one another. In a speech delivered the year

of his death, Dr. King noted that the greatest among us is our servant, and that we all can be great because we all can serve others. It is these values that we, as a nation, honor on Martin Luther King, Jr. Day.

The King Center was established by Dr. King's widow, Coretta Scott King, in 1968 to advance the legacy of Martin Luther King, Jr. In partnership, the King Center and CNCS provide resources to support organizations that organize community service events, especially on the King Holiday.

More information on the life and work of Martin Luther King, Jr. and the King Holiday can be found at:

<http://www.thekingcenter.org/>

<http://www.stanford.edu/group/King/>

Cesar E. Chavez was a contemporary of Dr. King. As the leader of the farmworker movement that began in 1965, he championed many of the same values that we honor on the King Holiday, such as a commitment to non-violent action in addressing issues of social justice and other needs in the community. Like Dr. King, Cesar E. Chavez dedicated his life in service to others. California honors the life and contributions of Cesar E. Chavez with an official state holiday on March 31 of each year. As with the King Holiday, Cesar Chavez Day is best observed as a day of service – a day on rather than a day off.

More information on the life and contributions of Cesar E. Chavez and the Cesar Chavez Day Holiday can be found at:

<http://www.csc.ca.gov/ccd/ccd.asp>

<http://chavezfoundation.org/Default.aspx?pi=33>

## GRANT TERMS

**Eligibility:** By law any entity otherwise eligible for assistance under the national service laws may apply for these funds. The applicable laws include the National and Community Service Act of 1990, and the Domestic Volunteer Service Act of 1973. Pursuant to the Lobbying Disclosure Act of 1995, an organization described in section 501(c)(4) of the Internal Revenue Code of 1986, 26 U.S.C. 501(c)(4) which engages in lobbying activities, is not eligible.

Examples of eligible applicants include:

- Volunteer Centers;
- 501(c)(3) nonprofit organizations (secular and faith-based);
- Cities, counties or other governmental entities;

- K-12 schools, school districts, and public or private colleges and universities;
- CSC-sponsored AmeriCorps programs;
- AmeriCorps National Direct and Education Awards programs with operating sites in California;
- California AmeriCorps\*NCCC sites;
- AmeriCorps Promise Fellow host organizations (CSC-sponsored and national direct grantees);
- AmeriCorps\*VISTA sponsors;
- California Conservation Corps centers (CCC);
- Local Conservation Corps;
- California Learn and Serve higher education grantees;
- California K-12 Learn and Serve America: California Regional Network Program and CalServe District Partnership grantees;
- National Senior Service Corps programs, including RSVP, Senior Companion Program, and Foster Grandparent Program.

If your organization does not appear on this list but you believe that it is eligible to apply, please contact CSC at (916) 323-7646.

Grant Size and Availability: THE AVAILABILITY OF GRANTS PURSUANT TO THIS RFP IS CONTINGENT ON FUNDING BY CNCS. CSC anticipates that CNCS will announce its selections by November 8, 2004. Once that announcement is made, the amount of funds available for California projects will be posted on the CSC website ([www.csc.ca.gov](http://www.csc.ca.gov)). It is anticipated that up to 40 projects will be funded in California. The size of grants will range from \$2,500 to \$10,000.

Grant awards function on a reimbursement basis through three invoices submitted to CSUF and CSC during the seven-month grant term. Any organization that applies for funding must have the capacity to front-load program costs.

Grant Period: If available, grants will be made on a one-time, non-renewable basis for a budget period not to exceed seven months, beginning no sooner than November 1, 2004 and ending no later than May 31, 2005. It is uncertain whether additional funds will be made available for MLK Day of Service grants in subsequent years, and there is no obligation to provide additional funding beyond the period of the grant.

Match Requirement: Applicants must provide a match of at least 60 percent of the total cost of the proposed project, with the funds awarded making up no more than 40 percent of the total project cost. The federal grants we provide for this project, together with all other federal funds you use to plan or carry out the service opportunity, may not exceed 40 percent of the total project cost. Therefore, your match must be at least 60 percent of the total project cost and it must come from non-federal sources.

For example, an applicant that requests \$10,000 would need to provide \$15,000 in non-federal match. The total program cost would be \$25,000 (60% of \$25,000 = \$15,000).

The non-federal match may include cash and in-kind contributions (including, but not limited to, supplies, staff time, trainers, food, transportation, facilities, equipment, and

services) necessary to plan and carry out the service activities. Match may include funds or resources provided by the grantee or from state or local governments.

**Prohibited Expenses:** Applicants may not use any part of this award to fund religious instruction, worship or proselytization, or voter registration activities.

Applicants may not use any part of an award to pay honoraria or fees for speakers. The award must not be used to support a celebration banquet or other activity that is not connected to the actual service activities. Although celebrations, parades, and recognition ceremonies may be a part of the activities that applicants plan on the holiday and lead to or celebrate a commitment to service, these activities do not constitute direct service under this grant and the grant may not fund such activities. However, non-federal funds expended on these celebrations and ceremonies, if connected to the service event, can be counted toward the required match.

## GRANT REQUIREMENTS

The goal of the Martin Luther King, Jr. Day of Service Grant Program is to support local projects designed to bring together diverse segments of communities to address pressing local needs through the service of volunteers. Funded projects will have plans for a major service event to occur on Martin Luther King, Jr. Day (January 17, 2005) or during the weekend preceding the holiday. Each event will engage at least 100 community members, especially K-12 students, their families, college students, businesses and the faith community.

In addition to the major service day event on or near Martin Luther King, Jr. Day, funded projects will continue to provide service opportunities to enable volunteers to answer the President's Call to Service. Each funded organization must agree to register as a certifying organization for the President's Volunteer Service Award and to record the service hours of its volunteers (<http://www.presidentialserviceawards.gov/>). These sustained service opportunities should extend to and include projects recognizing Cesar Chavez Day.

Priority will be given to applicants that utilize service-learning teaching methods to closely link the service event and projects to the lives and teachings of Martin Luther King, Jr. and Cesar E. Chavez. CSUF is developing a service learning curriculum that will be provided to all grantees. The curriculum is designed to educate youth, families and community members on the life, work, service and values of Martin Luther King, Jr. Additional model service learning curricula relating to Cesar Chavez are available on the CSC website.

All funded projects will be required to record the names of all volunteers and the number of hours they served during the grant period. This information must be maintained in the event of an audit. Additionally, the number of volunteers and hours served will be required information in the project's final report.

## SELECTION PROCESS

Timeline: All applications for funding must be received by 5:00 p.m. on November 30, 2004 in order to be considered. After careful evaluation by teams of reviewers, the announcement of funded projects will be posted on the CSC website by December 15, 2004. Funded projects must submit their final report and invoice by May 31, 2005.

Technical Assistance to Applicants: CSC staff will be available through November 30, 2004 to answer any questions regarding the purpose or intent of this grant program or to clarify any requirements of this RFP. CSC staff can be contacted by phone at (916) 323-7646, or by email at [mlk@csc.ca.gov](mailto:mlk@csc.ca.gov). In addition, CSC will maintain a section addressing Frequently Asked Questions on its website ([www.csc.ca.gov](http://www.csc.ca.gov)). In fairness to all applicants, neither CSC nor CSUF staff will answer questions or offer suggestions as to project design at any time during the technical assistance period.

Application Review Process: Only applications from eligible applicants will be reviewed. Applications for proposed projects in Los Angeles, Orange, San Diego, Riverside, San Bernardino, Imperial, Ventura and Santa Barbara counties will be submitted to CSUF for review and scoring. Applications for projects in all other California counties will be submitted to CSC for review and scoring. Reviewers for both CSUF and CSC will use the same scoring criteria and will be trained on a common scoring rubric. Projects will be selected for funding based on the final scores of the review teams.

## APPLICATION SUBMISSION PROCEDURE

Applicants must submit the original and two copies of the following:

- Title Page (included with this RFP)
- Project narrative (not to exceed 8 pages, double spaced, 12 point font)
- Budget and budget narrative (Excel forms available on CSC website)
- Letters of support from project partners detailing their role in the planning and/or implementation of the service event and sustained service opportunities.

Projects in Los Angeles, Orange, San Diego, Imperial, Riverside, San Bernardino, Ventura and Santa Barbara counties must submit their applications to:

Melissa Runcie

California State University, Fullerton

Center for Internships & Service-Learning

800 N. State College Blvd., LH 209

Fullerton, CA 92834

Projects in all other California counties must submit their applications to:

John Govea  
California Service Corps  
1110 K Street, Suite 210  
Sacramento, CA 95814

Applications must be received at the appropriate office by 5:00 p.m. on November 30, 2004 to be considered.

#### INSTRUCTIONS AND PERCENTAGES OF FINAL SCORE

All applications will be scored based on the eight page project narrative as well as the accompanying budget and letters of support. If a narrative exceeds eight pages, only the first eight pages will be read and scored. The narrative should describe the project and address all of the following:

##### Program Design:

- What direct service will be conducted;
- How the service event was selected (how the need was identified? who participated in selecting this event?);
- How the project reflects the life and teachings of Martin Luther King, Jr.;
- The date the service event(s) will occur;
- How many volunteers will participate in the service event(s);
- How families will be encouraged to volunteer at the service event;
- How service opportunities will be sustained through Cesar Chavez Day;
- How service-learning methods will be incorporated into the project;
- What learning outcomes are desired;
- What curriculum will be used;

##### Organizational Capacity:

- The names and roles of all organizations partnering in the project;
- Existing community resources that enhance the project's capacity to carry out the project, including key individuals;
- The experience of the applicant and its partners in conducting similar events;
- How and by whom the volunteers will be recruited and supervised;

##### Budget and Cost Effectiveness:

- Whether the overall budget is sufficient to implement the proposed program design;

- How the project will meet its 60 percent match requirement.

After considering the complete application, the review team will assign a final score. 40 percent of the possible points will judge the program design. 40 percent of the possible points will judge the organization's capacity to successfully implement the proposed project. 20 percent of the possible points will reflect the budget and its cost effectiveness.

Thank you for your interest in applying for a MLK Day of Service grant. CSUF and CSC realize the tremendous effort that goes into responding to the RFP and recognize that the goal of uniting your community around service and volunteerism honoring the life and teachings of Dr. King is worthy of this effort. CSUF and CSC appreciate your work and wish you good luck in completing your application.



# 2005 MARTIN LUTHER KING, JR. DAY OF SERVICE

## STATE TITLE PAGE

<b>1. Legal Applicant</b>		
Contact Name:	Title:	
Organization:		
Address (please do not use P.O. Box):		
City:	State:	Zip Code:
Phone:	Fax:	
Email:	Website:	
<b>2. Martin Luther King Day Program</b>		
Name of Program:	Title:	
Program Director Name:		
Organization:		
Address (please do not use P.O. Box):		
City:	State:	Zip Code:
Phone:	Fax:	
Email:	Website:	
<b>3. Counties Served</b>		
<b>4. Legal Applicant Characteristics</b>		
<b>5. Senate and Assembly District(s) Served</b>		
Senate District:	Assembly District:	
<b>6. Budget</b>		
Total Budget Request:		
<b>7. Program Abstract</b>		
TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH ALL NECESSARY ASSURANCES IF THE ASSISTANCE IS AWARDED.		
Typed Name of Authorized Representative:		Telephone Number:
Title:		
Signature of Authorized Representative:		Date Signed:

## INSTRUCTIONS: State Title Page

1. **Legal Applicant:** The legal applicant is the organization that takes formal responsibility and assumes liability for the Martin Luther King, Jr. Day of Service program.
2. **Name of Program:** Provide the name of your proposed MLK Day of Service program. If the program director is not the same person as the legal applicant contact, provide contact information for the program director. Otherwise, write "Same as legal applicant" under the "Program Director" field and leave the remainder of Box 2 blank.
3. **Counties Affected:** List all *counties* in which your program will provide service.
4. **Legal Applicant Characteristics:** Using the key below, list the numbers for all characteristics that apply to the legal applicant.

Legal Applicant Organization	
<b>Higher Education</b> 1. University of California 2. California State University 3. California Community College 4. Independent College 5. Association/Foundation  <b>Nonprofit</b> 6 501(c)(3) organization  <b>Other</b> 7 Other: (please describe)	<b>K-12 Education</b> 8. Elementary School 9. Middle School 10. High School 11. School District 12. County Office of Education 13. Association/Foundation  <b>Public Sector</b> 14. State Agency/Commission/Department 15. County Agency/Commission/Department 16. Local Agency/Commission/Department
Other Characteristics	
<b>National Service Programs</b> 17. AmeriCorps*State 18. AmeriCorps*National Direct 19. Volunteers In Service To America (VISTA) Sponsor 20. AmeriCorps*National Civilian Community Corps 21. Learn and Serve America – CalServe Initiative 22. Learn and Serve America – Higher Education 23. Learn and Serve America – Community-Based 24. Retired and Senior Volunteer Program (RSVP) 25. Foster Grandparent Program 26. Senior Companion Program	<b>Type of Organization</b> 27. Policy and Advocacy 28. Civic Organization 29. Direct Service Provider 30. Faith-Based Organization 31. Foundation/Association 32. Volunteer Center 33. Service or Conservation Corps 34. Other: (please describe)

5. **Senate and Assembly District(s) Served:** List all California Senate and Assembly districts in which your program will operate. This item refers to the *state* legislature (California State Assembly and California State Senate), not the U.S. Congress. If you do not have district information available, please visit <http://www.legislature.ca.gov/port-zipsearch.html> to locate Senate and Assembly district numbers.
6. **Budget:** Provide the total amount of funds that the program is requesting. This item corresponds to the total "federal funds" amount in the budget form.
7. **Program Abstract:** Provide a brief summary (3-4 sentences) of your program. Include information on the community need to be addressed and major service activities. Your abstract may be disseminated in response to media inquiries. Abstracts in excess of four sentences will be truncated.